

# WISCONSIN

— DEPARTMENT OF TOURISM —

## Total Tourism Impacts 2017

### Wisconsin and Counties - Alphabetical

	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Wisconsin	\$12,310.7	\$12,701.1	3.17%	\$19,967.7	\$20,607.4	3.20%	193,454	195,255	0.93%	\$5,273.5	\$5,368.1	1.79%	\$1,503.8	\$1,536.8	2.20%
Adams County	\$208.7	\$196.7	-5.76%	\$264.2	\$254.1	-3.85%	2,300	2,121	-7.76%	\$50.0	\$47.9	-4.27%	\$24.2	\$22.8	-6.07%
Ashland County	\$34.9	\$35.1	0.51%	\$53.2	\$54.0	1.43%	571	561	-1.64%	\$13.3	\$13.1	-1.39%	\$4.5	\$4.5	-0.64%
Barron County	\$96.6	\$102.5	6.13%	\$146.4	\$153.9	5.13%	1,433	1,470	2.56%	\$34.2	\$35.4	3.64%	\$11.0	\$11.5	4.20%
Bayfield County	\$46.5	\$47.7	2.55%	\$62.7	\$64.3	2.63%	606	603	-0.50%	\$11.6	\$11.5	-1.57%	\$5.9	\$6.0	1.28%
Brown County	\$638.0	\$671.0	5.17%	\$1,063.1	\$1,110.2	4.42%	11,588	11,877	2.49%	\$429.1	\$447.5	4.31%	\$90.8	\$94.7	4.22%
Buffalo County	\$11.1	\$11.6	4.63%	\$19.5	\$20.2	3.90%	190	189	-0.31%	\$3.9	\$3.9	0.84%	\$1.3	\$1.3	2.12%
Burnett County	\$24.5	\$24.0	-1.94%	\$36.4	\$36.3	-0.31%	372	367	-1.32%	\$7.1	\$7.2	0.77%	\$3.1	\$3.1	-0.87%
Calumet County	\$30.9	\$31.7	2.69%	\$59.5	\$61.2	2.81%	667	673	0.95%	\$14.6	\$14.8	1.40%	\$4.1	\$4.1	1.68%
Chippewa County	\$89.0	\$98.4	10.55%	\$142.7	\$153.7	7.77%	1,377	1,459	5.89%	\$33.7	\$35.3	4.58%	\$9.9	\$10.8	8.69%
Clark County	\$28.5	\$27.6	-3.25%	\$50.5	\$50.2	-0.53%	358	346	-3.35%	\$6.8	\$6.5	-3.62%	\$3.0	\$2.9	-3.64%
Columbia County	\$133.4	\$133.5	0.05%	\$192.3	\$194.2	0.99%	1,894	1,926	1.69%	\$41.6	\$42.4	1.91%	\$15.6	\$15.9	1.64%
Crawford County	\$42.9	\$43.6	1.78%	\$62.6	\$64.0	2.23%	701	688	-1.94%	\$12.1	\$12.1	-0.26%	\$5.6	\$5.6	-0.47%
Dane County	\$1,213.7	\$1,246.8	2.73%	\$2,074.2	\$2,136.3	2.99%	21,653	21,918	1.22%	\$634.9	\$653.6	2.95%	\$155.5	\$159.4	2.54%
Dodge County	\$81.5	\$80.7	-0.95%	\$152.4	\$153.9	0.96%	1,520	1,521	0.08%	\$34.3	\$34.1	-0.51%	\$9.7	\$9.7	0.03%
Door County	\$347.8	\$358.7	3.14%	\$442.8	\$456.9	3.18%	3,178	3,225	1.50%	\$75.2	\$78.5	4.37%	\$37.4	\$38.5	2.95%
Douglas County	\$90.2	\$94.5	4.86%	\$133.1	\$138.8	4.31%	1,239	1,251	0.99%	\$26.8	\$27.6	3.18%	\$10.3	\$10.6	3.02%
Dunn County	\$45.5	\$45.8	0.73%	\$81.0	\$82.4	1.77%	849	837	-1.44%	\$18.3	\$18.3	0.27%	\$5.9	\$5.8	-0.78%
Eau Claire County	\$228.4	\$257.0	12.53%	\$371.0	\$404.3	8.97%	4,299	4,578	6.49%	\$102.4	\$107.2	4.68%	\$29.2	\$32.0	9.54%
Florence County	\$4.8	\$5.7	16.79%	\$7.6	\$8.5	11.83%	89	95	6.23%	\$1.6	\$1.6	3.53%	\$0.6	\$0.6	10.63%
Fond du Lac County	\$141.1	\$146.9	4.07%	\$239.9	\$248.8	3.70%	2,665	2,698	1.21%	\$64.9	\$65.2	0.51%	\$17.9	\$18.4	3.00%
Forest County	\$13.8	\$13.6	-1.18%	\$20.6	\$20.7	0.24%	223	220	-1.19%	\$3.2	\$3.1	-3.01%	\$1.8	\$1.8	-0.93%
Grant County	\$44.4	\$43.9	-0.97%	\$82.2	\$82.9	0.88%	883	863	-2.32%	\$21.5	\$21.4	-0.12%	\$5.4	\$5.4	-1.43%
Green County	\$41.4	\$44.7	7.92%	\$72.5	\$76.8	5.87%	773	786	1.80%	\$18.9	\$18.9	0.18%	\$5.1	\$5.3	4.73%
Green Lake County	\$38.4	\$39.3	2.28%	\$58.7	\$60.2	2.59%	749	736	-1.74%	\$16.6	\$16.4	-0.74%	\$5.6	\$5.6	-0.08%
Iowa County	\$35.5	\$36.2	2.13%	\$56.1	\$57.5	2.47%	428	423	-1.11%	\$11.3	\$11.3	-0.45%	\$3.4	\$3.5	1.42%
Iron County	\$19.6	\$20.5	4.76%	\$27.3	\$28.4	4.31%	254	252	-0.72%	\$4.9	\$4.9	-0.04%	\$2.4	\$2.4	2.09%

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	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Jackson County	\$35.1	\$38.3	8.96%	\$54.2	\$57.9	6.90%	541	554	2.43%	\$9.7	\$10.2	4.84%	\$4.4	\$4.5	3.83%
Jefferson County	\$94.2	\$95.5	1.35%	\$165.9	\$169.5	2.14%	1,682	1,681	-0.06%	\$41.1	\$41.4	0.74%	\$11.1	\$11.2	1.04%
Juneau County	\$71.1	\$72.6	2.15%	\$99.6	\$102.0	2.44%	769	797	3.68%	\$15.0	\$15.5	3.47%	\$7.5	\$7.7	2.94%
Kenosha County	\$209.0	\$213.6	2.19%	\$344.6	\$353.4	2.56%	3,248	3,286	1.17%	\$83.4	\$85.2	2.13%	\$23.2	\$23.7	2.01%
Kewaunee County	\$17.6	\$20.0	13.41%	\$33.0	\$35.9	8.63%	280	311	11.20%	\$4.8	\$5.2	7.69%	\$2.0	\$2.3	12.07%
La Crosse County	\$248.1	\$263.8	6.34%	\$405.7	\$426.5	5.13%	4,274	4,387	2.66%	\$106.5	\$109.6	2.97%	\$31.6	\$33.0	4.65%
Lafayette County	\$12.0	\$13.4	11.70%	\$21.5	\$23.2	7.80%	197	233	18.15%	\$3.0	\$3.4	12.00%	\$1.5	\$1.7	14.73%
Langlade County	\$46.5	\$47.7	2.68%	\$68.3	\$70.3	2.83%	495	494	-0.19%	\$10.9	\$11.1	2.02%	\$4.5	\$4.6	1.30%
Lincoln County	\$53.8	\$54.9	1.99%	\$85.4	\$87.5	2.43%	701	708	0.93%	\$15.3	\$16.0	4.68%	\$5.6	\$5.7	1.64%
Manitowoc County	\$112.1	\$113.3	1.09%	\$192.2	\$196.0	1.98%	2,052	2,033	-0.91%	\$46.6	\$46.7	0.26%	\$14.9	\$14.8	-0.62%
Marathon County	\$234.6	\$237.9	1.40%	\$409.5	\$418.5	2.19%	4,141	4,110	-0.74%	\$102.4	\$103.9	1.39%	\$29.4	\$29.6	0.59%
Marinette County	\$153.1	\$153.1	-0.02%	\$216.5	\$218.6	0.94%	1,591	1,558	-2.10%	\$31.2	\$31.8	1.83%	\$15.3	\$15.1	-1.14%
Marquette County	\$22.2	\$22.9	2.94%	\$33.5	\$34.5	2.97%	291	295	1.23%	\$4.7	\$4.9	2.62%	\$2.7	\$2.7	2.56%
Menominee County	\$2.6	\$2.7	2.69%	\$4.9	\$5.0	2.89%	49	49	-0.19%	\$0.6	\$0.6	2.12%	\$0.4	\$0.4	1.08%
Milwaukee County	\$1,931.3	\$1,990.7	3.07%	\$3,441.1	\$3,550.7	3.19%	31,891	32,141	0.78%	\$1,104.7	\$1,121.2	1.50%	\$231.4	\$237.2	2.50%
Monroe County	\$76.9	\$80.3	4.43%	\$121.8	\$126.6	3.97%	1,148	1,147	-0.11%	\$25.5	\$26.3	3.25%	\$9.5	\$9.6	1.45%
Oconto County	\$83.9	\$87.1	3.78%	\$117.9	\$122.2	3.58%	886	903	1.95%	\$16.5	\$16.5	0.11%	\$8.3	\$8.5	2.55%
Oneida County	\$221.8	\$229.8	3.64%	\$294.3	\$304.7	3.55%	2,173	2,208	1.61%	\$50.4	\$52.2	3.39%	\$21.8	\$22.4	2.79%
Outagamie County	\$338.8	\$348.0	2.74%	\$592.9	\$610.6	2.98%	6,424	6,395	-0.45%	\$166.7	\$164.2	-1.53%	\$43.0	\$43.4	0.80%
Ozaukee County	\$97.4	\$97.7	0.25%	\$194.5	\$197.8	1.69%	2,067	2,047	-0.96%	\$58.5	\$58.2	-0.56%	\$12.3	\$12.3	0.12%
Pepin County	\$6.2	\$6.9	11.26%	\$11.1	\$11.9	7.67%	104	109	5.13%	\$2.0	\$2.1	5.58%	\$0.7	\$0.8	8.27%
Pierce County	\$25.9	\$28.7	10.84%	\$49.9	\$53.4	7.03%	421	436	3.66%	\$9.1	\$9.4	3.65%	\$3.1	\$3.3	6.90%
Polk County	\$83.6	\$87.3	4.47%	\$126.7	\$131.8	4.02%	1,070	1,098	2.57%	\$22.5	\$22.9	1.86%	\$8.8	\$9.1	3.59%
Portage County	\$124.7	\$128.1	2.76%	\$219.2	\$225.7	2.97%	2,215	2,234	0.83%	\$47.8	\$48.9	2.33%	\$16.1	\$16.4	1.76%
Price County	\$18.3	\$18.8	2.92%	\$31.4	\$32.3	3.03%	313	309	-1.14%	\$6.0	\$5.8	-3.69%	\$2.4	\$2.4	-0.08%
Racine County	\$229.3	\$236.7	3.23%	\$424.0	\$437.7	3.21%	4,012	4,025	0.31%	\$110.3	\$112.1	1.62%	\$26.6	\$27.0	1.56%
Richland County	\$19.6	\$19.9	1.33%	\$33.2	\$33.9	2.05%	317	312	-1.43%	\$6.6	\$6.6	-0.53%	\$2.3	\$2.3	0.18%

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	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Rock County	\$235.2	\$244.7	4.05%	\$384.2	\$398.5	3.70%	4,052	4,146	2.31%	\$96.0	\$96.5	0.54%	\$28.4	\$29.4	3.62%
Rusk County	\$26.9	\$27.5	2.06%	\$40.2	\$41.2	2.42%	411	411	-0.08%	\$8.3	\$8.3	-0.21%	\$3.2	\$3.2	0.81%
St. Croix County	\$106.2	\$110.6	4.11%	\$176.1	\$182.6	3.72%	1,909	1,954	2.37%	\$43.8	\$45.0	2.79%	\$13.4	\$13.9	3.73%
Sauk County	\$1,048.0	\$1,086.5	3.67%	\$1,329.5	\$1,377.5	3.61%	11,000	11,093	0.85%	\$240.9	\$240.9	0.00%	\$121.3	\$124.2	2.45%
Sawyer County	\$88.3	\$92.0	4.18%	\$117.6	\$122.2	3.95%	990	1,006	1.53%	\$22.4	\$22.8	1.99%	\$10.2	\$10.5	2.94%
Shawano County	\$65.1	\$67.1	3.03%	\$97.8	\$100.8	3.03%	904	929	2.66%	\$19.4	\$20.1	3.19%	\$7.3	\$7.6	2.97%
Sheboygan County	\$223.2	\$223.2	-0.02%	\$372.5	\$377.3	1.29%	3,511	3,500	-0.31%	\$82.3	\$83.7	1.75%	\$27.6	\$27.7	0.43%
Taylor County	\$27.3	\$28.0	2.44%	\$45.3	\$46.6	2.73%	355	358	0.74%	\$7.4	\$7.5	1.47%	\$2.9	\$2.9	1.62%
Trempealeau County	\$25.4	\$26.0	2.25%	\$50.6	\$52.0	2.73%	385	384	-0.20%	\$8.1	\$8.1	0.45%	\$2.9	\$2.9	1.42%
Vernon County	\$36.0	\$36.5	1.20%	\$57.1	\$58.1	1.86%	503	505	0.33%	\$11.1	\$11.1	0.39%	\$4.0	\$4.1	0.89%
Vilas County	\$212.5	\$219.3	3.18%	\$273.9	\$282.7	3.21%	1,941	1,961	1.05%	\$42.2	\$44.0	4.40%	\$21.7	\$22.3	2.37%
Walworth County	\$528.9	\$544.2	2.88%	\$708.2	\$729.3	2.98%	6,935	6,938	0.04%	\$178.8	\$179.7	0.51%	\$65.2	\$66.2	1.55%
Washburn County	\$29.7	\$30.6	3.23%	\$44.3	\$45.7	3.22%	513	528	3.09%	\$11.2	\$11.6	3.73%	\$3.7	\$3.8	3.86%
Washington County	\$118.1	\$119.8	1.46%	\$235.9	\$241.4	2.32%	2,397	2,414	0.70%	\$60.5	\$62.4	3.04%	\$14.3	\$14.5	1.50%
Waukesha County	\$743.7	\$776.4	4.40%	\$1,388.7	\$1,442.0	3.84%	14,372	14,575	1.42%	\$409.8	\$420.7	2.66%	\$91.8	\$94.5	2.92%
Waupaca County	\$89.2	\$93.9	5.28%	\$139.9	\$146.2	4.52%	1,276	1,284	0.61%	\$24.4	\$24.7	1.21%	\$10.5	\$10.8	2.64%
Waushara County	\$72.6	\$73.8	1.67%	\$99.0	\$101.0	2.06%	895	897	0.17%	\$15.0	\$14.7	-1.83%	\$8.2	\$8.3	0.98%
Winnebago County	\$242.3	\$240.7	-0.67%	\$463.6	\$469.4	1.25%	4,876	4,806	-1.43%	\$133.9	\$131.8	-1.63%	\$30.8	\$30.6	-0.81%
Wood County	\$91.4	\$93.0	1.77%	\$178.2	\$182.5	2.40%	2,227	2,226	-0.05%	\$63.4	\$62.8	-1.06%	\$11.7	\$11.8	1.26%